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ZIP+4

HELPING YOU
HELP YOUR BUSINESS.

ZIP + 4 Codes:
Why They Add Up For Business Mailers

IMMEDIATE POSTAGE DISCOUNTS

IMPROVED MAIL SERVICE
- **MORE ACCURATE SORTING**
- **MORE CONSISTENT DELIVERY**

MORE EFFICIENT MAILINGS
- **ELIMINATES DUPLICATE ADDRESSES**
- **REDUCES UNDELIVERABLES**

IMPROVED DEMOGRAPHIC MARKETING ANALYSIS

MORE EFFICIENT SORTING OF YOUR INCOMING MAIL

MORE STABLE LONG RANGE POSTAGE RATES

UNIVERSITY LIBRARIES DOCUMENTS SERVICE CENT

ZIP + 4
First-Class Letters and Post Cards

Requirements to Qualify for the 0.9 Cent Discount:

- Minimum of 250 pieces per mailing.
- Must bear the correct ZIP + 4 code.
- Must meet the letter size standard dimensions. (see Item A on back)
- Postage paid by permit imprint or meter stamped.
- No printing or marking in the bar code clear zone (bottom right edge of mail piece—4-1/2" long, 5/8 of an inch high).
- Must meet the four mandatory OCR readability requirements (see Item B on back) *or have the correct ZIP + 4 bar code.*
- All mail must be trayed bearing labels endorsed ZIP + 4.
- Each piece must be endorsed ZIP + 4.
- Each mailing must be accompanied by a Form 3602 or a Form 3602-PC.

Combined Presort
ZIP + 4 and 5-Digit Mailings
First-Class Letters and Post Cards

Requirements to Qualify for the 4.5 Cent Discount

- Minimum of 500 pieces bearing ZIP + 4 codes per mailing.
- Presort annual fee of $50 must be paid.
- Must meet the letter size standard dimension (see Item A on back).
- Each piece must meet four mandatory OCR readability requirements (see Item B on back) *or have the correct ZIP + 4 bar code.*
- No printing or marking in the bar code clear zone (bottom right edge of mail piece—4-1/2" long, 5/8 of an inch high)
- Postage must be paid by permit imprint or meter stamped.
- Only pieces which bear ZIP + 4 codes are eligible for the full discount.
- Pieces mailed at the ZIP + 4 Presort rates must be endorsed "ZIP + 4 Presort." (All pieces in a combined Presort mailing may be endorsed ZIP + 4 Presort.)
- Total mailing must meet Presort First-Class requirements.
- List must be included at the time of mailing showing 5-digit and 3-digit ZIP Code separations, the number of pieces which qualify for the Presort First-Class rate and the number of pieces which qualify for the Presort ZIP + 4 rate. Also, the summary must show the amount of postage due for each rate category and the total postage due for the mailing. The list may be waived, if the mailer can provide other documentation satisfying these requirements.
- ZIP + 4 Presort mailings will be packaged and trayed as Presort First-Class Mail with one exception: The second line of tray labels will identify the contents as ZIP + 4 Presort.
- Each mailing must be accompanied by a Form 3602 or a Form 3602-PC.

ITEM A Letter Size Standard Dimension

	Letters	Post Cards
Minimum Size	3-1/2" x 5"	3-1/2" x 5"
Maximum Size	6-1/8" x 11-1/2"	4-1/4" x 6"
Minimum Thickness	0.007 of an inch	0.007"
Maximum Thickness	1/4 of an inch	0.0095"
Aspect Ratio (length divided by height) must fall between	1.3 and 2.5	

ITEM B OCR Readability Requirements

1. Entire city, state and ZIP Code line(s) of the address must be visible and located within the following boundaries:
   1 inch from left edge
   1 inch from right edge
   5/8 of an inch from bottom edge (bottom of rectangle)
   2-1/4 inches from bottom edge (top of rectangle)
2. No extraneous printing or markings (other than the address) shall be placed within the OCR read area below the delivery address line.
3. The address must be machine printed with uniform character size and line spacing.
4. Black ink on a white background is preferred. Brilliant colors and reverse printing are not permitted. Mail pieces with color combinations which do not provide a print reflectance difference of at least 40% may be treated as unacceptable.
5. In lieu of complying with the OCR readability requirements, mailers may elect to deposit ZIP + 4 postage discount mailings which have been pre-bar coded with the correct ZIP + 4 code.

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